

## ABSTRACT OF THE DISCLOSURE

1           An adhesive shelf talker is provided with upper and lower end portions that are  
selectively separable from one another. The upper end portion provides non-  
promotional product information, while the lower end portion provides the promotional  
5 information for the product. A two-part release liner is provided so that the upper end  
portion may adhere to a shelf edge while leaving the lower end portion of the shelf  
talker, which hangs below the shelf, unexposed.

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